

Memorandum

**TO: HEALTHY NEIGHBORHOODS
LEADERSHIP COMMITTEE**

FROM: Albert Balagso

**SUBJECT: Cardroom Charitable Contributions
Funding Recommendation**

DATE: 12-10-09

Approved

Date

RECOMMENDATION

Approve the Cardroom Charitable Contributions (CCC) funding recommendation for consideration by Bay 101 and Garden City.

BACKGROUND

On March 20, 2009, City Council accepted the settlement agreement between the City of San Jose and two local cardrooms, Bay 101 and Garden City. The settlement provides for the payment of \$500,000 per cardroom per year for three years, 2010 through 2012, for a total of \$3,000,000 to nonprofit organizations to address social problems associated with problem gambling. The organizations that are to receive the CCC funds must be acceptable to both cardrooms and shall act in good faith in determining the proposed recipients. Although payments are to be made by the cardroom establishments directly to non-profit organizations, the City was responsible for identifying effective non-profit organizations capable of delivering services outlined in the CCC Allocation Plan. The City agreed to provide a list of recommended grantees to the cardrooms on a triennial basis. In addition, the CCC Allocation Plan states that the cardrooms will be responsible for providing annual reports to the committee summarizing the grant awards, services rendered and accomplishments.

On October 15, 2009, the Healthy Neighborhoods Leadership Committee (HNLC) approved the CCC 2010-2012 Allocation Plan and the selection process for identifying qualified providers for the two (2) cardrooms' consideration.

ANALYSIS

The City released a Notice of Funding Availability for the CCC on November 9, 2009. The grant application was posted on the Healthy Neighborhoods Venture Fund website and was also provided via email to non-profit organizations.

Grant proposals were due on November 30, 2009. Eight (8) proposals were submitted on time and one (1) was submitted late. The proposals were reviewed and rated by City staff, with three raters per proposal, based on the following criteria:

- **Implementation Plan** - The implementation plan noted the specific locations, dates and times of service(s), and the number of participants for each proposed activity. (10 points)
- **Program Design** - The program design described the activities and their coordination with similar services, alignment with the short-term outcomes identified in the Allocation Plan, and the measures and tools that would track deliverables and overall performance. (40 points)
- **Service Capacity and Experience** - The service capacity and experience section explained the agency's experience and expertise in delivering the proposed services as well as their ability to provide services to a linguistically diverse population. (10 points)
- **Specific Experience** - This section explained the agencies specific experience in dealing with problem gambling issues. (5 points for specific experience in each service area).

Using the above criteria, proposals were rated on how the proposed services would advance the short-term outcomes identified in the CCC Allocation Plan, how the deliverables would be measured, and their capacity and experience in implementing stated activities. Applicants had an opportunity to apply for up to three service areas: 1) Capacity Building, 2) Education and Awareness, and 3) Intervention Services. Two applicants opted to apply for all three, while the rest applied for one service area each. This factor was considered in the scoring system, so that those who applied for three service areas did not gain an unfair advantage in points over the others.

Scoring based on the above criteria resulted in a ranked list with scores ranging from a high of 94 to a low of 55 (on a scale of 0-100). The highest ranked proposals provided a good articulation of their plan to meet the needs of problem gamblers and provided examples of their expertise. In addition, they provided a mechanism to reach the target population through coordination of services and provided detail about their ability to implement the project successfully. Conversely, weaker proposals did not demonstrate clear alignment between the intended goal and how the proposed activities would result in the short-term outcomes, and/or did not demonstrate their ability to provide culturally competent or linguistically appropriate services.

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The following are the proposals in ranked order:


Rank	Rating	Applicant	Proposal Amount For Year 1
1	94	Asian Americans for Community Involvement *	\$1,000,000
2	86	Teen and Family Counseling	\$76,133
3	81	International Children Assistance Network	\$288,625
4	76	ACT for Mental Health	\$93,853
5	75	Santa Clara County Asian Law Alliance *	\$325,780
6	70	Calvary Church	\$136,465
7	66	Somali Community Services	\$375,695
8	55	Silicon Valley African Productions	\$149,325

* Lead agency representing a consortium of service providers.

The highest-ranked proposal from Asian Americans for Community Involvement (AACI) is a consortium of providers that includes Asian American Recovery Services, Breathe California, and the UCLA Gambling Studies Program. The proposal demonstrates direct alignment with all three service areas listed in the Allocation Plan: Capacity Building, Education and Awareness, and Intervention Services. In addition, the proposal demonstrates the participating agencies' specific experience in dealing with gambling issues and collaborating with agencies that offer similar services. The proposal offers a full-service option that will carry out all of the activities specified in the allocation plan and the expertise necessary to begin implementing in January 2010. Based on the information provided in the proposal, the consortium headed by AACI appears to be best equipped to accomplish the intended outcomes of the CCC.

NEXT STEPS

With the HNLC's approval, this recommendation to fund the \$1 million AACI proposal will be forwarded to Bay 101 and Garden City for their consideration. Staff will avail themselves to the cardrooms to have a detailed discussion about the proposals and to facilitate and implement a final decision. Staff will also work with the cardrooms on the format, content and timing of reports back to the HNLC in accordance with the Allocation Plan approved by the HNLC and included in the Notice of Funding Availability.


FOR ALBERT BALAGSO
Director of Parks, Recreation and
Neighborhood Services

For questions, please contact Zulma Maciel at 408-793-4175.